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Brief Description of Arguments (Cont.):

Example amendment proposal:

1. (For Discussion Only) A computer-implemented method for advertising comprising the steps of:

identifying, at a server, an electronic advertisement, the electronic advertisement including a compact display format, an expanded display format, and code a client device uses to transition the electronic advertisement from the compact display format into the expanded display format, the compact display format including an associated expansion icon, and the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

delivering, from the server at a first time, the first electronic document including the electronic advertisement including the compact display format, the expanded display format, and the code, the electronic advertisement initially displayed in the first electronic document in the compact display format ~~so as to enable a client device to transition from the compact format to the expanded format without further interaction with the server;~~

receiving, at the server, a user selection of one of the one or more menu options after the compact display format of the electronic advertisement has been transitioned into the expanded display format in the first electronic document;

identifying a second electronic document including content from the referenced network location associated with the menu option selected;

including the electronic advertisement in a region within ~~with~~ the second electronic document, the electronic advertisement displayed ~~in the second electronic document~~ in the expanded display format; and

delivering, from the server at a second later time, the second electronic document including the electronic advertisement,

wherein the delivering, from the server at a first time, receiving, including, and delivering, from the server at the second later time are performed by one or more computers.